

m Shwartz & Co. Inc.

MAIN STREET
POUGHKEEPSIE, N. Y. 12602
ADDRESS CORRECTION REQUESTED



Credit Card Enclosed



Mr. Theodore H. Nelson
73 Raymond Ave.
Poughkeepsie, N. Y.
12601

To please a man,
to please a boy,
come where the selection is !



mShwartz & co.

101 Years of Planning for Tomorrow

Gifts for men and boys



GLOVES FOR A GIFT OF WARM COMFORT

a Soft handsewn cape in black or brown with cashmere lining, 12.00

b Cabretta cape leather richly lined in Bemberg rayon, 9.00

c Soft but tough pigskin in handsome natural shade, 13.95

d Stretch knit of Creslan® acrylic and nylon. Leather palms where wear is heavy. One size fits all, 4.00

e Fine handsewn mocha suede in soft grey tone — woolen knit lining 13.00

f Thick suede leather with plush Orlon® acrylic pile lining, 9.00

g Rabbit fur softly lines kid leather — black, 9.00

h Supple suede, unlined, 11.00

DUNHILL GIFTS

Cologne — 5.25 and 3.50

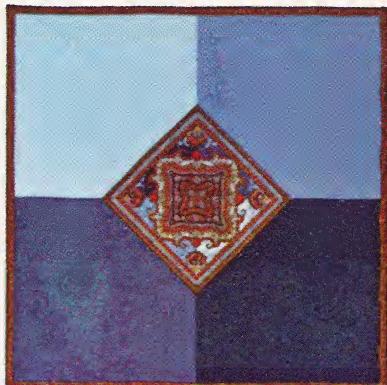
After shave — 4.00 and 2.50

Spray hair conditioner — 3.00

Spray face and beard conditioner — 4.50

Alligator leather belt by Knothe — 15.95





Silk squares, 2.50 to 5.00

GIFT TIES

- i* Woven foulards on fine silk, 5.00
- j* Twill silk stripes, 4.00
- k* Christian Dior ties in pure silk, 8.00
- l* Pure Shetland wool knits in solids and stripes, 3.00
- m* Rooster print designs and woolen knit stripes, 3.00
- n* Countess Mara ties, 8.00



a



b



c



d

MANHATTAN DURA-WITE SHIRTS

Spanking white permanently-pressed Kodel® polyester and cotton in four distinctive collar styles.

- a Neat regular collar in broadcloth, 6.50
- b Traditional button-down collar . . . authentic university styling in oxford weave, 7.00
- c Short-point button-down collar in oxford weave, 6.50
- d Snap-tab collar in broadcloth, 6.50



e



f

GIVE COLOR FOR HIS WARDROBE

Manhattan colors dress shirts to complement his suit or sport coat. What man wouldn't appreciate a drawer full of such handsome colors to choose from. Each is permanently-pressed in fine polyester and cotton.

e Regular collar in solid and striped broadcloth, 6.50

f Long-point button-down collar in oxford weave, authentic traditional styling in stripes and solid tones, 7.00

Neckties on this page and opposite — by Superba in wash-and-wear Dacron® polyester and cotton, Mark III, \$3.00





GIFT SHIRTS WITH FASHION FLAIR

a Host Jacket has a slub-weave texture . . . it's a beautiful cloth of rayon and silk, 18.00

b Turtle neck shirt with French cuffs for holiday dress in blue, white, gold, or green, 9.00

c Wide spread collar, French cuff, in new deep tones of sky blue, acid yellow, gold, or sage green. The new masculine look in Hathaway's permanently-pressed shirts 10.50



GIFT SPORT SHIRTS BY MANHATTAN

d Checks always look handsome on a man . . . this one's in authentic tradition button-down collar styling and it's permanently-pressed, 6.50

e Solid shade oxford cloth . . . the traditional favorite, permanently-pressed in gold, blue, pewter, or tan, 6.00

f Madaco cloth . . . Manhattan's silk-like sport shirt in Dacron® polyester and cotton — permanently-pressed. Green, lobster, blue, gold, navy, or olive, 7.00



BANLON KNIT SHIRTS

Easy-care Banlon® texturized nylon . . . machine washable and dryable, and never a need for an iron. For Christmas in full-fashion stylings for any man . . . each in a range of handsome colors.

- a Mock-turtle neck, with smart contrasting trim, 11.00
- b Full fashion collar and shoulder styling, 9.00
- c Turtle neck with long sleeves, 10.00
- d Mock-turtle neck, solid shade with short sleeves, 8.00



e Manhattan's "Fortune Knit" Ban-Lon 100% texturized nylon . . . butter soft and permanently-pressed. Long-sleeves, mock-turtle neck in colors bold, colors subtle, 9.00

f Luxurious Ban-Lon® nylon knit in two-tone design with layered look turtle neck, 18.00

g, h Cotton knits by Peerless in winning tattersall or cross stripe designs. Full-fashion collar, 13.00 Turtle neck, 12.00



GIFT SWEATERS IN PURE WOOLS

a Turtleneck, the foremost fashion this season . . . here in a handsome and intriguing "waffle" knit. Mustard or white, 16.00

b Lambswool . . . imported for the softest touch under the tree. Full-fashion saddle-shoulder styling in red, navy, blue heather, gold heather, green heather, rust, brown, or camel, 16.00

St. Johns Bay Rum after shave, 4.00 & 6.00



c Bulky cable stitch in pure virgin wool. Thick, rich, and luxurious in a natural oatmeal coloring, 22.50

d Shetland wool knit in Scotland expressly for us by Alan Paine. Crew neck and saddle-shoulder styling . . . a sweater to be a man's companion for seasons to come. Heathy tones in highland red, glen green, harvest gold, or Loch Lomand blue, 16.00

e Cardigan in thick pure wool "waffle" knit. Give him blue, gold, sand, olive, or green, 20.00



GIFTS TO SUIT HIM PERFECTLY

Suits vested or unvested — choose just his color from an array of pure worsted wools in plaids, plains, herringbones, window-pane patterns, checks, and more, 80.00 to 200.00



GIFTS OF THE SEASON

a Classic comfort in alpaca and wool — great companion by the fireside or for golf. A range of colors, 27.00

b Windowpane pattern worsted wool slacks — a fashion note for his wardrobe, 19.95

c Camel outercoats — classic single breasted model, superbly tailored, 90.00 to 210.00

d Crusader socks come in 12 colors, 1.50



GIFTS FOR HIS DRESS-UP HOURS

a Kingsridge sport coat in twill weave worsted wool, 60.00

b Kingsridge houndstooth check sport coat in virile gold/rust/olive tones. Pure worsted tweed, 60.00.

c Pamper him with a London Fog maincoat. Shower resistant and warm. Zip lined. Black, olive, natural, British Tan, 50.00 and 65.00



d The basic blazer in navy. Fashionable in double-breasted or single-breasted styling, 50.00 and 55.00

e Bold masculine plaids in wool tweed sport jackets. Choose his from a selection of colorings, 45.00 to 140.00

f Color-keyed to the jackets — slacks are perfectly coordinated color-mates, 15.00 to 47.50

g Antiqued leather belts in saddle brown, tan, or dark brown, 5.00



LOOKING FOR SOMETHING DIFFERENT?



ING FOR SOMETHING DIFFERENT?

- 1 Cocktail set, 18.50
- 2 Ice bucket, 15.00
- 3 Imported German steins, 3.00 to 11.00
- 4 Bay Rum talc, soap, after shave in wicker gift basket, 7.50
- 5 Old fashioned glass caddy set, 7.00
- 6 Leather key case, 3.00
- 7 Leather pocket secretary, 6.00
- 8 Leather wallet, 7.50
- 9 Electric shoe shiner, 30.00
- 10 Dopp leather travel kit for toiletries, 12.00
- 11 Teakwood hors d'oeuvre tray with dip bowl from Denmark, 21.50
- 12 Nautical compass book ends, 37.00
- 13 Danish teakwood salad bowl, 20.00
- 14 Decanter set . . . looks innocent on bookshelf, 21.00
- 15, 16, 17 Leather-covered decanters, 8.00 to 18.00
- 18 Parrot stapler, 10.00
- 19 TNT stapler — works without metal staples, 6.00
- 20 Ship model book ends, 12.00
- 21 Telescope umbrella, 15.00
- 22 Leather covered decanters "Whiskey" or "Scotch", 11.00
- 23 Leather cased wall barometer, 15.00
- 24 Money belt, 6.50
- 25 Port of Call travel kit — after shave, cologne, deodorant, 6.50
- 26 Dresser valet, 13.50
- 27 Imported Danish teakwood bar board with stainless steel knife, 12.00
- 28 Leather covered dial phone index, 9.00
- 29 Caswell Massey Jockey Club cologne or after shave, 8.75
- 30 Suit and hat brush, 3.00
- 31 Shoe horn clothes brush, 5.00
- 32 Simulated pinseal cossack hat, 8.00
- 33 Simulated lambswool cossack hat, 6.00



GIFTS FOR THE GREAT OUTDOORS

a Double breasted suburban coat with Borg Acrilan® pile lining and collar. Wool velour in handsome loden tan, 65.00

b Burly tweed for a masculine look in golden brown whiskey tones. Pure wool with Borg Acrilan® pile collar and body lining, 60.00

c Great look for town or country weekends . . . a wool plaid coat that boasts a rich, warm Borg Acrilan® pile lining, 60.00

d Cavanagh diagonal twill in pure wool tops off his outdoor wardrobe, 8.00

e Velour by Cabot in Tyrolean for a dashing touch on a winter day. Braided band and ornament, 16.00





f Our "Winter Defiant" Water-repellent Scotchgard® treated polyester and cotton outer shell lined with warm, lightweight acrylic pile that flows from body into hood. Masculine natural shade, 47.50

g Warm and rugged wool melton is chill chasing with thick, warm acrylic pile lining, 50.00

h London Fog great companion jacket to a man on the golf course or for just knocking about. Dacron® polyester and cotton styled with fuller shoulder so it won't bind when he swings. Colors bright and bold or subtle and subdued. Regulars and longs, 22.50

i Suede and wool tweed for a sportive dash... casual hat by Cavanagh, 11.00

j Cavanagh fashions rich bronze/brown tones into wool tweed and accents with crimson feather, 10.00





k Corduroy in wide-wale fashion, thick, plush and supremely warm with rich pile lining. Heavy duty zipper. A Great Western jacket, 35.00

l Wind and snow protection in manly polyester and cotton twill. Inside it's snugly warm in acrylic pile soft as a rabbit. Leather buttons finish off the superb tailoring details by Zero King, 55.00

m Sumptuous suede by Brier of Amsterdam. Smooth, supple, this finest of suedes will be a handsome part of his wardrobe for many years to come. He'll thank you for its versatility too . . . zip-in acrylic pile lining lets him enjoy its comfort on coldest day and in warmer weather too, 90.00. Longs, 100.00

n Cavanagh pocket rain hat . . . he can fold it, stuff it in his pocket or the glove compartment of his car, it flips right back into shape like new again, 8.00

o Glen plaid wool tweed in virile tones for a jaunty, casual wardrobe accent by Cavanagh, 8.00





PENDLETON IS A POSITIVE PLEASER

The beautiful Pendleton plaids in pure virgin wool . . . fashioned from the fleece of specially raised Oregon mountain sheep . . . crafted to perfection in the pride of Pendleton tailoring tradition. A Pendleton always pleases. Each in a collection of beautiful plaids.

a Topster jacket for relaxing comfort, 21.00

b Sport shirt, 16.00

c Lounging robe, 28.00

d Afgan — thick and soft in houndstooth pattern.

Gold/brown, blue/green, or tan/white, 16.00

e Plaid car robe in plastic carrying case, 16.00

Fleece-lined moccasin
slipper, 8.50

Evans' Cherokee in rich
supple leather, 10.00





GIFTS FOR COMFORT . . .

a Thick, thirsty cotton terry robe gives him wrap-around comfort and warmth. $\frac{3}{4}$ sleeves. Blue with gold trim or gold with blue trim. One size fits all, 17.00

b Manhattan's sensuous Madaco® cloth has a silken sheen to its surface, yet it's machine washable and permanently-pressed. Maroon, gold, blue, or green, 10.00

c Bright stripes in fine pure cotton broadcloth. By Manhattan, 7.00

d Pajama plaids in permanently-pressed Dacron® polyester and cotton. Manhattan fashions them in gold, blue, red, or green, 9.00



FOR RELAXATION . . .

e Enro styles lounging pajamas in mandarin fashion . . . blue paisley print with gold accents. Trousers match coat trim in solid black, 8.00

f Bold print by Manhattan is permanently-pressed cotton and polyester, 6.00

g Manhattan's two-tone stripe in cotton broadcloth, 7.00

h Judo-type lounge pajamas. Comfort, ease, dashing good looks for leisure wear or sleep. 100% cotton broadcloth in gold with black trim, 8.00



GIFTS FOR THE MAN ON SKIS

a Reversible ski jacket . . . navy to crimson in water-repellent nylon with lightweight polyester fiber fill lining, 35.00

b Ski gloves . . . lightweight, flexible, with fiber fill insulation, 12.00

c Fisherman import . . . hand knit of pure, unbleached woolen yarn by Irish womenfolk, 25.00

d Turtleneck cotton knit shirt in gold, blue, white, garnet red, green, or black, 5.00





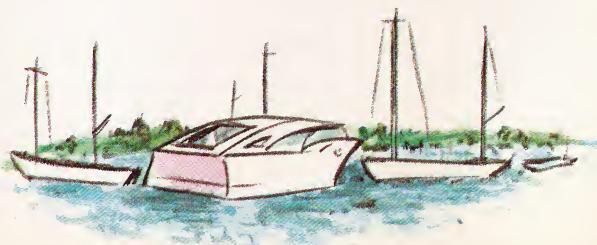
GIFTS FOR THE MAN ON CRUISE

e Sport jacket . . . light as a tropic breeze in Dacron® and worsted wool, 65.00

f Cabana set for poolside, deckside, seaside . . . he'll have smart comfort in cotton terry top and Dacron® polyester and cotton stretch trunks, 26.00

g Walk shorts color mate with knit shirt in aqua and white or gold and brown, 22.00

h Stretch belt with push-through clasp — by Knothe, 3.50





SLIP HIM SOME DEERSKINS

A soft touch for a man at home . . . the only thing he'll appreciate more is the giver.

- a With deep fleece lining, 15.00
- b Self-lined in natural soft deerskin, 16.00
- c Paisley print lining and buckle strap styling, 13.00
- d Moccasin model with paisley lining, 12.00
- e Half-moccasin with soft paisley lining, 11.00
- f High moccasin lined in soft pile, 12.00



GIFTS FROM OUR FOOTWEAR SHOP

g Brogue in classic wing-tip styling . . . a hefty shoe for a rugged look. Brown or black, 37.95

h Sahara boot . . . like walking on air in soft buckskin with fleece lining and springy crepe rubber sole, 18.95

i Strap and buckle slip-on is fashion in wing-tip styling. Brown, 31.95

j Dexter cross-chain front moccasin, 18.00

k Tassle moccasin with handsewn front seam. Mahogany or burnished brown, 20.00

l Beefroll penny moccasin, beautifully made by Freeman's own craftsmen, bourbon brown, 20.00



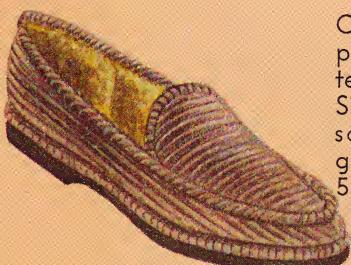
Orlon sweater — soft, luxurious in smart V-neck, saddle-shoulder styling. A range of colors, sizes 8-12, 6.00
Sizes 14-20, 7.00

Fisherman knit in 100% Orlon® acrylic cable stitch. And the big fashion now — mock-turtle neck, sizes 8-20, 12.00

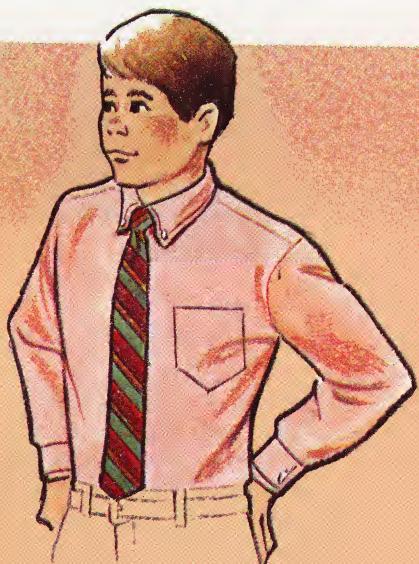
Imported Shetland wool in a wide selection of heathery tones. Crew neck and saddle shoulder, sizes 14-20, 13.00

GIFTS TO PLEASE A BOY

Permanently-pressed dress shirt Kodel® polyester and cotton oxford cloth—button-down collar styling. Whiskey and other shades, sizes 8-20, 5.00



Corduroy slippers with cosy terrycloth lining. Sizes 3-6. Camel, scarlet, loden green, or blue, 5.00





Layered look on a turtleneck. Pure cotton knit with suede-like front. Blue, gold, green, or rust, sizes 8-16, 5.00

Turtle neck in sculptured cable cotton knit. Snug ribbed cuffs. Gold, blue, green, ecru, or rust, sizes 8-20, 5.00

Lush, plush velour is thick, warm, soft pure cotton, color-fast, and machine washable, sizes 8-20, 9.00

COME WHERE THE SELECTION IS!

left Double-breasted blazer in pure wool. A wardrobe basic to see a boy through parties, classrooms, sport events. Sizes 8-12, 20.00. Sizes 13-20, 26.00

right Give a boy a sport coat and he'll thank you all year long. Especially if it's a smart bold plaid in pure wool tweed. A range of handsome colorings to choose from. Sizes 8-12, 18.00. Sizes 14-20, 25.00



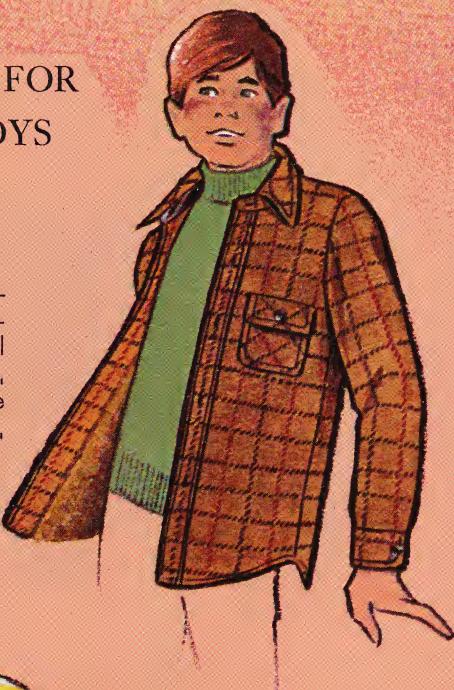
SKI GIFTS FOR ACTIVE BOYS



Ski jacket of water-repellent nylon shell and warm, lightweight polyester fiber lining, sizes 8-20, 22.50

Matching racer stripe nylon/rayon ski pants, sizes 14-20, 16.00

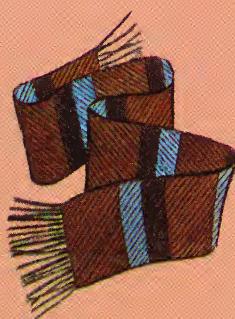
CPO warmer-authentic shirtail styling in pure wool melton with thick, rich acrylic pile lining, sizes 10-20, 18.00



Soft, natural suede with zip-in acrylic pile lining. Any boy will wear this handsome jacket with pride, sizes 14-20, 50.00



Give a boy a five-foot muffler to muffle the wind — Washable Orlon® acrylic knit, 4.00





FROM OUR LITTLE SHAVER SHOP

left Bobbie suit with 100% Orlon® acrylic shortall and brightly-striped cotton knit turtle-neck shirt, sizes 2-4, 8.00

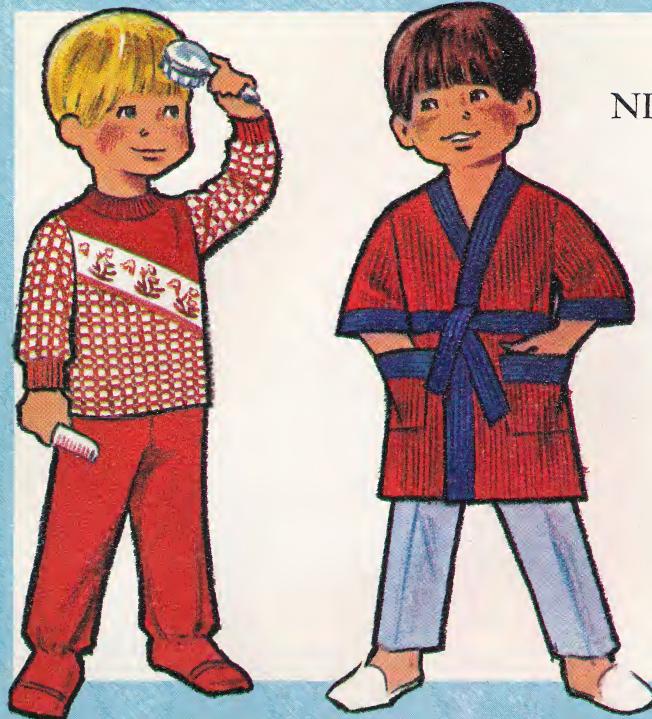
right Orlon® acrylic knit suit in Olympic motif for little performers, sizes 2-4, 6.50



Overalls are 100% Creslan® acrylic knit—the look and feel of wool, the washability of cotton, sizes 2-4, 6.00. Sizes 4-6, 7.00

Ski sweater with warm, snug turtle neck — pure Orlon® acrylic knit, matching toque, sizes 3-7, 10.25 set.

Pure wool eton suit to dress a little fellow in party-bright fashion, sizes 2-4, sizes 4-7, 14.00



NIGHTTIME GIFTS FOR LITTLE SHAVERS

left Ski-daddles pajamas in cosy and warm 100% cotton knit, sizes 2-4, 4.00. Sizes 4-8, 4.50

right Karate coat for little adventurers — cotton corduroy, machine washable, sizes 3-7, 5.50

*Our personal
telephone shopper
will be glad to
serve you*
454-3300

m Shwartz & co.
Home of good clothes

303 MAIN STREET
POUGHKEEPSIE, N. Y. 12601



Cosy little corduroy slippers with warm terry cloth lining. Sizes 8-3 Camel, scarlet, loden green, or blue, 4.50



(914) 454-3300

Poughkeepsie, New York
12602

Dear Customer,

We hope that you will find our 1968 Christmas Gift Book helpful.

For your convenience and to speed your shopping, we enclose your new 1969 credit card. If you wish additional cards for other members of your family we shall be glad to supply them. Your card is not valid unless signed.

We shall constantly strive to better serve you with merchandise selections and with our courteous, friendly sales staff and the extras which make your shopping a pleasure.

Sincerely,

M. SHWARTZ & CO.

m Shwartz & co. inc.
THE HOME OF GOOD CLOTHES SINCE 1867

MR THEODORE H NELSON
73 RAYMOND AVE
POKPSIE N Y